

Market Research for Chef Kebab and Pizza (Arma di Taggia, Italy) (not in depth just basic research)

P.s Not the winners writing process

Generally, What Kind Of People Are We Targeting?

- **Demographics:**

- **Men and Women:** Likely caters to both genders, with a possible skew towards men for takeout and delivery.
- **Age Range:** Primarily 18-35 (young adults and families) seeking a convenient and affordable meal option. Tourists of all ages might also be a target audience.
- **Occupation:** Busy professionals, students, families.
- **Income Level:** Budget-conscious customers looking for a good value.
- **Geographic Location:** Residents of Arma di Taggia and surrounding areas. Tourists visiting the area.

- **Painful Current State:**

- **Frustrations:** Long wait times for delivery or takeout, limited healthy options, difficulty finding parking (if dine-in is available).
- **Fears:** Receiving cold or soggy food, incorrect orders, long wait times at the restaurant (if dine-in is available).
- **Embarrassment:** Receiving an incomplete order, having a negative interaction with delivery staff.
- **Daily Frustrations:** Lack of time to cook, limited options for quick and easy meals.

Desirable Dream State:

- **Imagine:** Receiving a hot, delicious, and affordable kebab or pizza delivered quickly to their doorstep (or enjoying a quick and satisfying meal at the restaurant).
- **Impress:** Friends and family with their knowledge of local takeout options.
- **Feelings:** Satisfied and happy with a convenient and tasty meal.
- **Desires:** Fast delivery, high-quality ingredients for the price point, friendly service.

Values, Beliefs, and Tribal Affiliations:

- **Beliefs:** Customers likely value convenience, affordability, and good portion sizes.
- **Blame:** They might blame unreliable delivery services for cold or late food.
- **Solution Evaluation:** Customers may rely on online reviews (like Just Eat) for recommendations and prioritize fast delivery times and positive customer experiences.

- **Industry Figures:** Local kebab and pizza restaurants with good reputations are likely respected.
- **Valued Traits:** Convenience, affordability, taste, and portion size.
- **Despised Traits:** Slow delivery, poor customer service, low-quality ingredients.
- **Market Trends:** Increased demand for convenient and affordable delivery options, with a growing interest in vegetarian/vegan alternatives.
- **Tribes:** Busy professionals, families, students who rely on takeout and delivery for quick meals. They signal status by recommending good restaurants on social media or online review platforms.

Insights from Just Eat Reviews:

- Analyze specific reviews to identify recurring themes (positive and negative).
- Look for comments about portion size, taste, value for money, delivery speed, and customer service.
- This can reveal areas for improvement and highlight strengths to leverage in marketing.

Competitive Analysis:

- Identify similar kebab and pizza restaurants in Arma di Taggia.
- Compare their menus, pricing, and online reviews.
- Identify any unique selling points Chef Kebab and Pizza can leverage (e.g., specific kebab varieties, vegetarian options, faster delivery times).

Additional Considerations:

- Leverage social media marketing to target the local audience and promote special offers.
- Offer online ordering options on the restaurant's website (if available) to compete with Just Eat.
- Consider loyalty programs to incentivize repeat business.